

**RJREYNOLDS**

TOBACCO COMPANY

  
**PAUL LETOURNEAU**  
NATIONAL ACCOUNT MANAGER

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JULY 16, 1998

**TO: ALL ROUS**  
**PLEASE FORWARD TO ALL KAM'S, AM'S AND AE'S WITH**  
**ACCOUNTS SERVICED BY McLANE DIVISIONS**

**FROM: PAUL LETOURNEAU**

**SUBJECT: PARTNERS RESOURCE PLAN DISCOUNT VALUES -- McLane**

The Partners Resource Plan Discount Value By State for the Third Quarter of 1998 has 42 states (including DC) at the \$2.50 denomination and 9 states at the \$3.00 rate.

RJR's preferred method of paying for the PRP discount is to pay the chain directly. If the chain has requested the payments for the buydowns be handled by McLane the following procedures need to be followed.

The RJR manager initiating the buydown from McLane must e-mail the McLane Bill Back Request Form to Kent Brock and Kathi Caldwell a minimum of two weeks prior to the start date of the OI buydown. The request must have the SRPs by McLane Division completed with the specific start and end dates completed. Request will only be accepted via e-mail.

Each SRP group authorized for the buydown must include all stores. If there are PMX or RJR Lockout included in a SRP group it will not be possible to load an OI deal and the payment will have to be made at chain level.

If an SRP group contains stores in multiple states that encompass both the \$2.50 and \$3.00 denominations then either the payment is made at chain level for the program or a request for the \$2.50 OI is submitted for all stores. The additional \$ .50 cent payment per carton for the accounts in the \$3.00 states will have to be made to the chain by requesting an AIM 185 report by chain, by direct account and by state for the buydown period.

This same procedure of attaching the lower off invoice amount will occur in the bonus periods as well.

To determine how each chains SRP groups is set up contact the McLane Account Coordinator in charge of that account or the chain buyer.

Sincerely,

*Paul*

Paul Letourneau

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